

2nd Edition

SUFex

SMART URBAN FARMING EXPO

24-25, March, 2023, Thyagaraj Stadium, INA, New Delhi

POST SHOW REPORT





Report on

SMART URBAN FARMING EXPO (SUFeX 2023)

Date- 24-25th March 2023

Timing- 10:00 AM-6:00 PM

Venue- Thyagaraj Stadium, INA, New Delhi

Objective of SUFeX

To bring technology and farming within the reach of a common man for social , economic and health benefits leading to creation of Greenfield Spaces and Environmental friendly pockets

Introduction to Urban Farming

Today, around the world, people are starting to grow food in the most nontraditional places and spaces. Urban farming has become the new frontier in farming. From simple community vegetable gardens to providing healthy food to consumers in the nearby areas, with smart technology, urban farming can go anywhere. In metropolitan cities, where sufficient space is a luxury, urban farming can be a boon for the citizens and common masses. Lately, health concerns have further gravitated the focus of citizens at large for food safety, healthy environment and aesthetic surroundings.

Urban Farming is the fastest growing industry within the farming industry with specific requirements not catered to by the normal farming shows. This leaves room for a show catering to this new group of farmers who grow their products in the middle of a city, on a balcony or a rooftop. SUFeX aims to showcase the Technologies, Products, Services , Innovations and Designs of Urban Farming ,and will bring together all stakeholders of Urban Farming particularly for, Vertical Farming, Indoor Farming, Bee Farming, Landscaping and Gardening, Biofloc Fish Farming etc.

The Smart Urban Farming Expo, known as SUFeX, wrapped up its second edition at Thyagaraj Stadium in INA, New Delhi, on March 24-25,2023.. The organizers successfully delivered on their promise of making the event even more impressive than the first one. SUFeX 2.0 was centered around the theme of "Smart Urban Farming for Sustainable Development" and highlighted the role of technology in enhancing productivity, efficiency, and sustainability in urban agriculture.

There were impressive stall displays by exhibitors from across the country ,showcasing the technologies such as hydroponic and aquaponic systems, vertical farming solutions, robotic farming, protective cultivation, rooftop and indoor farming, micro irrigation, smart farming and many more.

SUFeX also included keynote speeches, panel discussions, and workshops where industry professionals, scholars and budding architects shared their expertise on various topics. These topics included the significance of urban farming in ensuring food security, the application of big data and AI in urban farming, and the difficulties and possibilities involved in expanding urban farming operations.

The second day of the expo witnessed the exclusive and high profile session titled **CEO Conclave** which had the discussion theme of **Rising opportunities for Indian urban farming...Vision,Potential and Strategy** .The deliberations included CEOs from corporate world along with senior officials from Ministry of Agriculture and Farmers Welfare, Ministry of Housing and Urban Affairs,National Horticulture Board, Amity University, IARI, ICAR.

Before the conclusion of the expo, some of the exhibitors who had excelled in their field, were awarded excellence awards recognizing their contribution in the field of urban farming.

Amity University, Noida: The knowledge partner of the event, was present along with a variety of their research-based products. These included their protein-packed instant fish soup powder, biodegradable mulch, bio-fertilizers among others.

In conclusion, the second edition of **SUFeX** was an unmissable event for anyone involved in urban farming and allied enterprises.

CEO CONCLAVE

Introduction

During SUFex 2.0, CEO Conclave 2023, gave insight on leadership, objectivity and future requirements of the urban farming sector. It was an unique think-tank and networking platform attended by International Delegations, Indian Urban Farming stalwarts, Managing Directors, Directors, CEOs, CxOs, Investors, Entrepreneurs, Stakeholders, Policy Makers, Associations and Trade bodies across the entire supply chain, aiming to foster cohesive collaborations and to network and build futuristic partnerships.

At the conclave, the participants shared their experiences on how they managed to handle businesses in the rough weather and tide over the infant urban farming sector. They made tough decisions and sacrificed a lot. It was not all easy. They did a marvelous job in balancing work and personal life as well. The conclave provided a forum to share and listen to the experience of those astounding personalities of the urban farming sector and policy makers from the State Governments and Government of India. The idea behind SUFex CEO Conclave 2023, was to deliberate over the, present and future challenges in the fast-emerging business environment and fulfilling the expectations of various stakeholders in Urban Farming.

Inaugral Function Dr. T B S Rajput, Former Project Director, Water Technology Centre, delivered the Keynote address during the inaugural of the 2-day SUFex conference cum expo at Thyagaraja Stadium, INA, New Delhi on 24/3/23. Dr. Rajput mentioned the dire importance and significance of urban farming as by 2030, 40% of the population will be dwelling in urban areas. Dr. C R Babu from Delhi University stressed the need for farming in urban areas and highlighted the biodiversity park developed by Delhi Development Authority.



Dr. Nutan Kaushik, Director General, Amity Food and Agriculture Foundation, stated that to reduce adverse effect of ever growing population, there is a need to ensure adequate food supply and distribution systems, and therefore, urban and peri-urban agri-horticulture has emerged as a substantial contributor to the urban fresh food supply chain. She also stressed that Urban and peri-urban agri- horticulture complements rural agriculture and improves the national food system's efficiency.

Mr Gurjeet Singh Dhillon, Director, AMRUT, Ministry of Housing and Urban Affairs, GoI, shared the importance of water conservation, water harvesting & ways to



sustainable use of water. Harvesting rainwater allows the collection of large amounts of water and mitigates the effects of drought. Most rooftops provide the necessary platform for collecting water. Rainwater is mostly free from harmful chemicals, which makes it suitable for irrigation purposes. Responsible water use is essential in the current situation. Dr Naved Sabir, Principal Scientist, IARI, mentioned the need to shift from conventional agriculture to urban farming. It provides food security and financial security to urban dwellers, empowers people who are unemployed, underemployed, laid off, malnourished, have unhealthy diets, suffer from hunger or food insecurity & helps people to move from stagnant, difficult conditions to vibrant, healthy and productive lifestyles.

Conference titled 'Urban and Peri-Urban Farming: Status and Way Forward' organized by Amity University on 24th March 2023

Dr. Smruthi Jayarajan, Assistant professor at AIHSR, introduced the invited speakers and extended a warm welcome to the audience.

Dr. Nutan Kaushik, Director-General of the Amity Food and Agriculture Foundation (AFAF), commented on the research efforts at Amity University Noida and provided a presentation on the current condition of vertical farming, researchable challenges, and the way forward. She also urged politicians and aspiring entrepreneurs to focus on the indigenous development of smart farming practices to make them cheap for the country's marginalized population.

Director of DataVal, Col Hari Das, emphasized the social, economic, and environmental significance of urban farming. DataVal Analytics, founded in 2016 by a team of Indian Army veterans, offers cutting-edge solutions in the fields of data science and data analytics. Col. Haridas also shed light on the customization of urban farming in Delhi's National Capital Region (NCR) and explored urban farming's issues and solutions in the NCR. Mr. Sanjay Sudan, Director of Saveer Biotech, began his presentation by stressing his company's involvement in popularizing urban agriculture in India. He explained that Saveer Biotech Limited is an Indian Science and Technology company that was founded in 1978 as a turnkey solution provider in the field of High-Tech Greenhouses and Scientific Research Infrastructures to provide clients with the highest level of technology integration and quality crop solutions. He said that they are also involved in the production of vegetables using aeroponics and hydroponics, as well as their distribution to various corporations and upscale restaurants.

Dr. Abhishek Sharma, Assistant Professor (AFAF) proposed the vote of thanks.



Award Ceremony and Valedictory function

Dr. A.K. Singh, DDG (Horticulture & Crop Science) was the chief guest during the Award Ceremony. Dr. A.K. Singh opined that people with ideas must get the opportunities. Such type of ecosystem must be created at the institute level. Also, existing entrepreneur must take up the role of mentoring the students willing for start-ups.



Dr Prabhat Kumar, Horticulture Commissioner, Ministry of Agriculture and Farmers Welfare, Government of India, was the chief guest of the Valedictory function. He elaborated on the role of the mission of Integrated Development of Horticulture for the urban farming sector. Dr. Nutan Kaushik, DG, AFAF proposed the vote of thanks.



Special Mention of Amity University Stall

Amity University (Agriculture and allied sciences) displayed its accomplishments using posters, brochures, leaflets, and mini-videos on a 52-inch color television. Innovative Foods products created by M.Sc. (PHT) students (Lotus stem Jam, a Manipuri dish called Singju, Banana-Ragi cake) were the most alluring. They attracted the largest number of visitors to our booth. Another innovative product, Roselle Muffins, was also displayed, which has the USP of being rich in bioactive components such as ascorbic acid, anthocyanins, phenolic content and antioxidant activity, with no added preservatives. Dr. E. Muthuraman, Chairman, MSME Promotion Council, interacted with the students of Amity and appreciated their efforts in developing these products and pursuing their interest in urban farming. A large number of students inquired about the academic programmes and courses being offered by Amity in the area of Food Technology and Agriculture, during the expo



Key Exhibitor Profile:

Hydroponics, Aquaponics, Aeroponics, Vertical Farmers/Growers, Architects, Consultants, Contractors, Organic Farms, Urban Beekeeping, Porta Cabins, Automation, Technology & accessories, Bio floc Fish Farming, Urban Landscaping, Mushroom Farming, etc.



1. **Biokriti** - Biokriti works on providing organically grown agriculture products like wheat, rice, vegetables etc. with zero use of chemical fertilisers and environment friendly methods. The crops can be grown as part of rooftop farming or terrace gardening and also they provide rented lands for growing crops and they also offer various packages which include all the requirements for rooftop farming machines required etc.

2. **Graamya** - Graamya aims at providing spices all throughout India from the state of Kerala where it is mainly grown without depending on chemical fertilisers and selecting the best grown spices for packing. They are based on providing B2B service and deals in peppers, cardamom, mace, nutmeg, cinnamon, clove etc. The main cultivation site is situated in Idukki and the cardamom hills.





3. **Ponic Greens Pvt Ltd**- Established in 2012 in collaboration with its stakeholders to increase awareness of food quality, safety and to provide state of the art systems with the best productivity and affordability to grow food where every imaginable. They are now Leading Supplier & Manufactures of Hydroponic and Aquaponics Equipment in India. Ponic Greens Excels in Providing Complete Solutions with in the industry to Urban Greens.

4.**Aerorganics**- Aerorganics is a venture which specializes in vegetable production using hydroponics system. They provide home and commercial solution to one who wishes to be a urban farmer and want to grow some fresh veggies in their kitchen garden. Also they produce some processed products from their produce like capsicum and basil essential oil which cab be applied on skin to treat skin infections and diseases.



5.**Shrey Bonsai Collection**-They presented a collection of Bonsai plants grown and managed in India with their values worth Rs. 3 Lakhs- Rs.9 Lakhs.

6.**KIKABONI**- Kikaboni symbolises living in harmony with nature with utmost responsibility. Through its projects it wants to not only make available products that are grown or made responsibly but also educate the consumers on where and how of these enterprises. At present Kikaboni is producing vermicompost and has set up a demonstration for organic farming. Additionally it is manufacturing organic and handcrafted soaps. Also they have made vermicompost with added nutrients like NPK, Zinc etc.





7.GREENHACK PVT. LTD.- Greenhack is a venture which specializes in vegetable production using hydroponics system. They provide home and commercial solution to one who wishes to be a urban farmer and want to grow some fresh veggies in their kitchen garden.

8.AKS Coirs - AKS Coirs is a Leading Manufacturer of Coco Pith and Coir products from India.They currently make coir pots and provide cocopeat as



9.NEOGREEN-NEOGREEN serves various projects in India like tree plantation, Neogreen nest, providing fresh fruits, working on hydroponics and sell their cultivated and one of the main products, mooga (powder of moringa oliefera)which helps in increasing immunity.

10.Aquafresh- Aquafresh s a venture which primarily focuses on production of fresh produce using hydroponics. A unique feature which aqua fresh uses in their hydroponics system is the treatment of waste water from aquaculture tanks in a chamber having three different strains of bacteria which convert the organic waste present in the water from fish tanks to plant soluble nutrients which is then cycled into the hydroponics unit. This allow to get fresh harvest multiple times a year and simultaneously one gets fresh fish as well from the same unit.





11. Blazen Photonics- Blazen photonics: is venture which provides lighting and nutrient solutions for indoor growing systems. They provide led lighting solutions which tries to mimic actual sunlight and even better. The lights they provide are custom designed to the plant photo period needs. Also they provide growing medium and primary nutrients like NPK fertilizers.

12. Farmfluence- FarmFluence integrates monitoring and management with a cloud-based dashboard using industrial grade sensors and a custom-built IoT controller. Real-time monitoring and notifications, SMS warnings, historical logs, automation, and a unique Farm Score feature are just a few of the capabilities available in our feature-rich dashboard and Mobile App.

13. Rivulis-Rivulis is one of the largest micro irrigations providing company. They provide full turnkey micro irrigations solutions for any, and all, grower needs from the individual grower to large corporate plantations in the agriculture, horticulture, greenhouse and mining industries.



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14. Alpha Planters-They provide unique water conserving planters which have been made out of recycled caps of bisleri bottles and milk pouches. These planters do not require much water and can be easily used to grow vegetables on terraces, gardens, rooftops etc.

15.The Living Greens- Living Greens is India's first and largest Urban Organic Farming company that has created innovative products to convert un-used urban spaces (rooftops, plots, gardens, farmhouses etc) into organic food producing spaces. Started with a "mad dream" of converting rooftops into lush green organic farms, today Living Greens, led by Prateek Tiwari and Siddharth Agarwal, has not only covered more than 100,000 square feet of rooftop space (spread over 15 cities) under urban organic farming but has also developed a robust business model for creating city franchisees



16.DDA Biodiversity Park- DDA has established a network of Biodiversity Parks in Delhi with unique landscapes that harbor diversity of plants, animals and microbes living in ecologically sustainable biotic communities and rendering multiple ecological services. To ensure smooth development of the Biodiversity Parks and their management, it was decided that the DDA Biodiversity Parks of Delhi will be developed in technical collaboration with the Centre for Environmental Management of Degraded Ecosystems (CEMDE), University of Delhi.



17.Alam Hydroponics- Alam Hydroponics is a unique method of growing plants without Soil, Sun, Space & Servant utilizing nutrient rich medium.



18.Shahwar Agro Products-They mostly focused on selling organic products developed by the. The most important being the saffron which they cultivate in





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AGENDA - 2nd EDITION SUFex, March 24-25, 2023

Date	AGENDA	TIME	SPEAKER	Organisation
24-03-2023	Inauguration with lighting of ceremonial lamp	10AM		
	Welcome and Keynote Address	1010-1020	Dr. T B S Rajput	Former Project Director, Water Technology Centre, IARI
	Presentation on Biodiversity Parks and Ecological Security for Smart Urban Farming	1020-1040	Prof. C R Babu	CEO, DDA, Biodiversity Parks
	Technical Session on Urban Farming: Latest Developments, Challenges and Opportunities			
	1. Role of Mission of Integrated Development of Horticulture for Urban Farming sector	1040-1140	Dr. Prabhat Kumar	Horticulture Commissioner, Government of India
	2. Role of Protective Cultivation for Smart Urban Farming		Dr. Naved Sabir	Principal Scientist, IARI, Pusa
	3. AMRUT perspective of the Government with special thrust on Urban Green Spaces		Mr. Gurjeet Singh Dhillon	Director (AMRUT), MOHUA, Government of India
	Tea Break	1140-1200		
	Corporate Presentation by Urban Farmer	1200-1220	Mr. Govind Singh	Sr. V P CEF Group
	Corporate Presentation by Blazen Photonics	1220-1240	Mr. Raman Chauhan	CEO, Blazen Photonics
	Role of MSME in shaping the future of Urban Farming	1240-1250	Dr. E Muthuraman	Chairman, MSME Promotion Council
	Hydroponics as Smart Urban Farming Solution	1240-1300	Dr. Praveen Singh	CEO, Khetibadiwala
	Lunch Break	1300-1340		
	Corporate Presentation by Neogreen Ventures	1340-1400	Mr. Pankaj Verma	Zonal Head, North
	"Urban and Peri-Urban Farming: Status and Way Forward" By Amity University		Dr. Nutan Kaushik	DG, Amity Food & Agriculture Foundation
25-03-2023	1. Understanding urban and peri-urban farming techniques	1410-1510	Col. Haridas M	CEO, Director & Co-Founder, DataVai Analytics
	2. Agri-start-ups pertaining to hydro and aeroponics		Mr. Sanjay Sudan	Saver Biotech Limited
	Tea Break	1510-1540		
	Urban farming: A Case Study from NDMC	1540-1600	Dr. S. Chelliah	Director Horticulture, NDMC
	Plant Nutrients and Food Quality in Vertical Farming	1600-1620	Mr. Vinod Goyal	Agricare Corporation
	Role of Urban Farming for Smart Cities	1620-1640	Dr. PK Tripathi	DDG-Horticulture, CPWD
	Role of Waste Management in Urban Farming	1640-1700	Dr. Alok Singh	Director Horticulture, MCD
	End of the day			
	CEO CONCLAVE	1010-1210	Panelists	Organisation
			Mr. Samuel Praveen Kumar	JS-MoAFW, GoI
			Mr. Kaushal Jaiswal	MD-Rivulis Irrigation
			Mr. MC Dominic	Editor-in-Chief, Krishi Jagran
			Mr. Sachin Phadtare	Chairman-Neogreen Ventures
			Dr. Naved Sabir	Principal Scientist-IARI, Pusa
			Mr. Merinder Singh	CEO-Urban Farmer
			Mr. Karan Mahajan	CEO-Durga Seeds
	Tea Break	1210-1230		
	Role of healthy nursery as an integral part of urban farming	1230-1250	Dr. MC Singh	Principal Scientist-IARI, Pusa
	Role of successful plant management for effective urban farming	1250-1310	Dr. PK Singh	Principal Scientist-IARI, Pusa
	Lunch Break	1310-1340		
	Corporate Presentation by Aeroganics	1340-1400		
	Corporate Presentation by Blazen Photonics	1400-1420		
	Farm Visit by pre-registered delegates			
	Valedictory Address	1500-1520	Dr. AK Singh (Chief Guest)	DDG Horticulture, ICAR
	Award Distribution	1520-1540		
	Vote of thanks	1540-1550	Dr. Nutan Kaushik	DG, Amity Food & Agriculture Foundation
	Closure of expo			

EVENT PARTNERS:



AWARDEES:

COMPANY	AWARD NAME
Communifi Technologies LLP	Best Automation Development
Ekatvam Dharaa Pvt Ltd	Best At Home Innovation
Ponic Greens	Best Training Initiative
Aeroganics	Best Farm Design Innovation
Urban Farmer	Best Sustainability Initiative
Living Greens	Best New Business Initiative
Neogreen Ventures	Best Integrated Farming Initiative
Singh Studio	Digital Support Partner
Blazen Photonics	Best Lighting Development
Fluortronix Innovations Pvt	Best Innovative Technology

AWARDEES:



GLIMPSES:



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